MANIPULATIONS IN NEWS TRANSLATION

Summary. The topicality of the research topic is due to the influence of the media on globalization, the Ukrainian political process, the formation of civil society, and the reception of the category "Ukraine" in Ukrainian and English-speaking environments. Nowadays, translation continues to play a significant role in disseminating information. This is not surprising, given that journalism is directly related to language (transmitting information in many languages, interpreting news for different audiences, and how news items are changed by different agencies for different reasons). Manipulation in political discourse is one of the most pressing problems of modern linguistics, its range consists of a variety of tactics of influence, such as falsification of facts, dissemination of fake information, and the use of linguistic tactics, also known as "linguistic manipulation". Translation and manipulation are interconnected. Any translated text implies a certain degree of manipulation, as it cannot be the same as the original. Even if the translator finds similar words or phrases in both languages, the connotations will still differ. Both translation and manipulation have a similar original definition and their main function, which is changing the text in order to suit some purposes. The article outlines the stages of language manipulation in news translation and how they affect the perception of readers, as well as methods of language manipulation at language levels.

Keywords: translation studies, sociolinguistics, translation manipulation, ideology, political discourse, news, media, information warfare.

MANIPULACIЇ В ПЕРЕКЛАДАЦI НОВИН

Анотація. Актуальність теми дослідження зумовлена впливом засобів масової інформації на світові процеси глобалізації, український політичний процес, становлення громадянського суспільства, рецепції категорії "Україна" в україномовному та англомовному середовищах. Сьогодні переклад продовжує відігривати значну роль у поширенні інформації. Це не дивно, враховуючи, що журналістика діє в рамках інтерпретації новин для різноманітної аудиторії та її потреб. Перекладом і маніпуляцією взаємопов’язані. У перекладознавчій сфері термін "маніпуляція" передбачає модифікації тексту для отримання відповідних результатів. В результаті новини не є точним описом подій, а традиційні функції перекладача стаються неактуальними.

Ключові слова: перекладознавство, соціолінгвістика, маніпуляції в перекладі, ідеологія, політичний дискурс, новини, медіа, інформаційна війна.

Formulation of the problem. The twenty-first century allowed us to spread the news over continents in a matter of minutes. Global media organizations and social media platforms have created live news available in several languages all across the world at the same time, allowing information to travel rapidly from one end of the globe to the other. Media is an important area for news agencies and international organizations as it is used to construct worldviews, monitor news from different countries, alter people’s perception, thus the approaches to the study of interlingual and intercultural communication are becoming extremely relevant. The translation procedures are an important aspect of multilingual news creation since they aid in the dissemination of information to foreign audiences. At the same time, news materials released in various languages as a “finished product” are not intended to be literal translations from one language to another. The content and structure of information are altered to account for a variety of criteria, including reader’s relevance, target audience’s prior knowledge, media format, and cultural, social, and political limitations.

Analysis of basic research and publications. Many scholars attempted to describe the
Phenomenon of manipulation in translation in various ways. The question of manipulation in linguistics has been studied by T. Hermans, G. Toury, A. Lefevere, F. Menz, A. S. Akopova, G. Rozina and I. Karapetjana, M. Nordlund, and others. And still, there is no common ground for it: what is considered to be manipulation for some scholars, is not for others. Yet manipulation (conscious or unconscious) is present in every translated text. There are also few approaches to news translation, a topic that has received little attention in Translation Studies.

Highlighting previously unresolved parts of a common problem. In the conducted research many of the most recent contributions to the area are descriptive from the perspective of experienced practitioners. While these provide extremely useful empirical accounts of translation practice in various news organizations, as well as the typical tasks and challenges faced by news translators, the need to systematically trace the theoretical implications from existing practice in a wide range of organizations, as well as the general principles that govern news translation, remains.

Setting objectives. The aim of the research is to examine the phenomena of translation concerning manipulation from a theoretical perspective in order to conceptualize, characterize, and explain translational manipulation, with a focus on the phenomenon's sources, forms, causes, and outcomes; to understand the different forms of manipulation when conceptualizing manipulation in the form of Translation Studies; to single out stages of news translation and how they influence the perception of readers.

Outline of the main research material. The notion of "discourse" is not new to modern science although its phenomenon lies in the fact that its meaning is interpreted differently. For instance, the meaning of the word "discourse" in The Merriam-Webster dictionary is as follows: "formal and orderly and usually extended expression of thought on a subject; connected speech or writing" [7]. A similar interpretation is given by the Cambridge Dictionary: "A speech or piece of writing about a particular, usually serious, subject" [1]. As we can see, the term "discourse" is often interpreted as a synonym for "a lively long conversation on a specific topic". However, many scientists and their research have made their own explanations for the term [12, p. 284].

Emile Benveniste, the French linguist of the XX century, was the first to give the word "discourse" a terminological meaning. The word, which in the French linguistic tradition meant "speech, text", he now uses to describe "speech assigned by the speaker" [6]. Under the term "discourse", Benveniste understands "any utterance that determines the presence of communicants: the addressee, the addressee, and, also, the intentions of the addressee to influence his interlocutor in a certain way" [13].

It is impossible not to mention the definition of discourse according to H. Pocheptsov: "Discourse is no longer a purely linguistic structure, but a socio-linguistic one. It must comply with the norms of the linguistic situation, communication situation, and social situation". The researcher not only defines the term but also presents his own classification of types of discourse, distinguishing between advertising discourse, political, religious discourses, TV and radio discourses, and so on [10, p. 23].

Political discourse is a special type of discourse related to political activity and politics in general. It is a direct reflection of the political, cultural, and social sentiments of each state and models the public interest. It has a number of specific features that distinguish this type of discourse from others. This is, for example, the use of formal means, in which the usual units of speech acquire an unusual interpretation or the use of situations in new semantic contexts because political texts are characterized by rather implicit, hidden content. Another feature of political discourse is that it is polemical. It is inherent in human nature and is expressed in the choice of words and vocabulary, aimed at instilling certain interests and imposing other values on the public masses.

The specificity of this type of discourse is to achieve political goals, primarily through two main functions: the function of political propaganda and the function of persuasion. The purpose of this type of discourse is to form and/or impose thoughts and beliefs that are beneficial to the author of the discourse (often the authorities). Political discourse is a dangerous tool of influence because it is aimed at controlling public consciousness and extends to all strata of society [9, p. 220].

Manipulation in discourse is one of the most pressing problems of modern linguistics, and its arsenal consists of a wide variety of tactics of influence, such as falsification of facts, publication of fake information, and the use of sophisticated linguistic tactics, better known as "language manipulation". Speech manipulation is the use of such hidden linguistic techniques that will have an implicit impact on the addressee and help the addressee impose on him such an idea of reality that the addressee himself could not form [5, p. 170].

That is why it is important to consider manipulative techniques in the context of political discourse and its translation, because they play a key role in texts of such a plan, and with the help of them the control of the masses of the population is carried out.

In news translation, the text undergoes several stages of manipulation as we experience the dual gatekeeping role of translation. We propose the following structuring of the news translation process:

1. Manipulation of the text at the stage of the initial news gathering.
2. Manipulation at the stage of choosing the text from the news article for translation.
3. Manipulation at the stage of news translating.
4. Manipulation at the stage of news submitting.

In our research paper, we mostly focus our attention on the third stage of the news translation process, but we cannot omit the influence each stage makes on the news perception. At the same time, it is important to admit that not all news articles undergo every stage of manipulation. Thus, it is normal, if there is no extra manipulation at the stage of choosing the text from the news article for translation or at the normal stage of translating the news (a translator can only translate the text that is already manipulated).
Strategies and Techniques of Manipulation at the Stage of News Translating

1. Speech manipulation techniques at the phonological level. On a phonological level, alliteration is a speech manipulation technique. The sound architecture of speech embodies such manipulation: intonation, voice timbre, and pauses. Alliteration is used to set the text's rhythm and dynamics, resulting in the impression of a pleasant individual. Neutralization is often used on purpose by translators, especially when translating newspapers. However, maintaining the message's expressiveness and conveying alliteration in translation is often essential.

2. Speech manipulation techniques at the syntactic level. When analyzing translation on the syntactic level, Marie Nordlund proposes the next techniques of manipulation [8]:

- **Transitivity.** Fowler states that "agency, state, process, and so on seem to be the core categories in terms of which human beings present the world to themselves through language" [3, p. 74]. As a result, every text, including a translation, encapsulates a representation of experience, as signaled by the transitivity system, and alterations in transitivity may imply shifts in representation. In this way, point of view and transitivity are inextricably linked. Of course, the latter includes parameters like deixis, modality, and thematicity in addition to transitivity. Alterations in transitivity, on the other hand, may include shifts in perspective. Because, while individual process type selections are made at the clause level, they are concatenated at the text level to generate a larger pattern of representation.

- **Modality.** Modality refers to many methods of expressing feelings about a person, a situation, or an event, as well as offering judgments about what is true, likely, or desirable. Modality is defined in critical discourse analysis as much more than the presence of overt modal auxiliary words such as may, might, can, could, will, would, shall, should, must, and must. Modality, on the other hand, refers to the writer's (or speaker's) attitude toward and/or belief in the proposition being conveyed. According to Reah, the employment of modal auxiliary verbs and specialized adverbs allows publications to provide readers with opinions and guesses that may be misinterpreted as genuine facts [11, p. 95]. The usage of modal phrases frequently increases the feeling of subjectivity by creating "the idea of a person with a voice and opinions" [10] – Fowler [3, p. 65]. Fowler suggests five modality types that describe how speakers or writers feel about the argument they make [4, p. 72]:
  - **Validity** (the speaker expresses greater or lesser confidence in the proposition's truth);
  - **Predictability** (the future events referred to are more or less likely to occur);
  - **Describability** (practical, moral, or aesthetic judgments);
  - **Obligation** (speaker's judgment that another person is obligated to perform some action);
  - **Permission** (speaker allows addressee to perform some action) [4, p. 72]. The final two modal meanings (obligation and permission) are obviously linked to power, but the first three are also heavily involved. Validity, predictability, and (un)desirability assessments are frequent and confident parts of the practices by which claims to authority are articulated and legitimated authority is represented. Modality is defined in critical discourse analysis as embracing much more than the presence of overt modal auxiliaries [4, p. 72–73].

- **Active and passive voice.** "There appears to be an English schema that presupposes that the left-hand noun phrase refers to an agent until there is evidence to the contrary," Fowler argues [2, p. 78]. Fowler's passive voice, on the other hand, changes the tone of the tale and source effect. When a statement is transformed into the passive voice, the actor loses prominence and the person or thing touched by the event takes center stage. The question of accountability is left open by removing the actor; no one is directly implicated. One compelling motive for the media to remove the actor might be that "the paper is able to insinuate illicit activity without really making a charge that could expose them to legal action" [11, p. 88]. On the other hand, the actor's exclusion might be due to the fact that the actor is truly unknown.

3. Speech manipulation on the lexical level. This type of manipulation can be classified into three types [2]:

- **lexical-semantic:** metaphor – creates a figurative perception of the text that is better imprinted in people's memories; personification – "animate" such political movements or views, thereby creating a negative attitude toward opposing ideas;
- **hyperbolization** – it is important to preserve the expressiveness and imagery of the oracle through translation; clichés, which might be used in order to create the necessary presentation, euphemisms – silencing and confusing public opinion;
- **lexical-syntactic:** synonyms – emphasize the attention of recipients on a particular word; comparison – make the topic of conversation relevant for the common person, when comparing the subject with closer concepts, reminiscence;
- **lexical-pragmatic:** presupposition – a component of pragmatics, the essence of which – in the implicit transmission of information, which is used to impose a thought to the recipient of the information; deixis – one of the multifunctional pragmatic concepts used in linguistic manipulations in order to create the necessary image for the speaker or concept in the imagination of the recipient.

Giving the summary of all the above, the concept of manipulation in the above-mentioned sense is not unambiguous; manipulation is the handling of a text by a translator that results in the text being adapted for the target audience, taking into account the cultural, ideological, linguistic, and literary differences between the cultures in contact. It occurs within a specific cultural setting and is carried out by a translator, with the possibility of individual-level influence. It is distinct from the usual manipulation; there are four main stages of manipulation of the news translation. The first and the third stages differ, as different manipulation strategies are used in order to alter the text. Social media rely on the acceptance of their readers and are thus compelled to make every attempt to pique the readers' attention. As a result, the news is not a precise description of events. Social concerns, as well as economical and political considerations, influence how events are understood and molded.
This study has significance for both translators and translation recipients. Understanding the importance of manipulation techniques, which are being used at the intersection of the political and news discourses when working on political translation can help translators distinguish mistranslation of this kind as misinformation and intrusion driven by such manipulative stances, rather than mistranslation induced by the translator's ignorance or the process's limitations.

The topic needs further consideration and research as the issue is quite extensive, given the fact that new manipulative headlines on this topic continue to circulate in the information space.

References:

Список літератури: